Creative Coding for the Web

Session 09

10.23.15

Agenda

1. What's CoCr this week
2. Welcome to the Metaverse
3. Reading Discussion
4. Workshop - Hackday Catchup
5. Next Week

1. What's CoCr this week

2. Welcome to the Metaverse

A brief history

Web 1.0

connect

A brief history

Web 1.0

connect

Web 2.0

- interact

A brief history

Web 1.0

connect

Web 2.0

- interact

Web Now

- immerse

Immersion & 3D

Immersion != 3D

Immersive experiences are not confined to *visual* immersion.

Immersion is engagment beyond a stimulus or stimuli sets (e.g. audio visual).

Immersions engages the psyche as much, or more than, the physical.

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side note: For the love of all that is holy stay away from smell!!

Emailing Smell
Smell-O-Vision

Immersive Experience

Experiences

- The Expressive Web
- Just a Reflektor Video
- The Wilderness Downtown
- TweetFlight
- Stink Digital, The Other Side
- Philips Carousel

Immersive Web

Beyond the Screen

The Internet of Things (IoT)

...Let's see...

devices can control systems,
devices can sense,
devices can be controlled,
we have this network for connecting resources over large distances,
...

I know!! Let's connect everything together!!!

Immersive Web
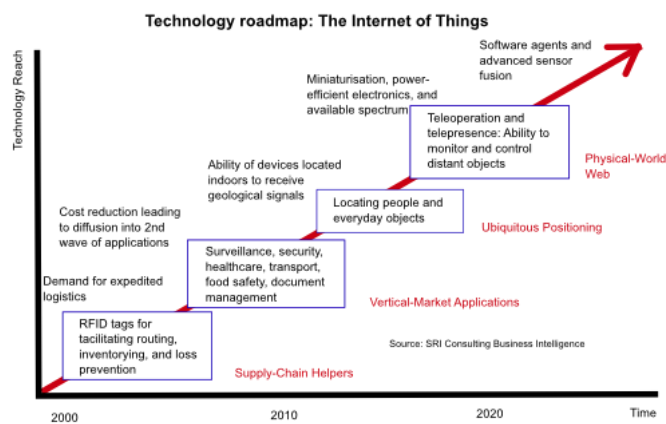
Beyond the Screen

IoT

- Smart houses, home automation
- Smart grids
- Smart cities
- Search and Rescue
- Performance monitoring (humans and machines)

Immersive Web

Beyond the Screen

Technology roadmap: The Internet of Things

Technology Reach

Software agents and advanced sensor fusion

Miniaturisation, power-efficient electronics, and available spectrum

Teleoperation and telepresence: Ability to monitor and control distant objects

Physical-World Web

Ability of devices located indoors to receive geological signals

Cost reduction leading to diffusion into 2nd wave of applications

Locating people and everyday objects

Ubiquitous Positioning

Demand for expedited logistics

Surveillance, security, healthcare, transport, food safety, document management

Vertical-Market Applications

Source: SRI Consulting Business Intelligence

RFID tags for facilitating routing, inventorying, and loss prevention

Supply-Chain Helpers

2000   2010   2020   Time

Immersive Web

Beyond the Screen

IoT is Biggg...

The Internet of Things is Bigger Than Anyone Realizes Pt. 1 The Internet of Things is Bigger Than Anyone Realizes Pt. 2

Immersive Web

Beyond the Screen

Augmented Reality

What is augmented reality?

Immersive Web

Beyond the Screen

Augmented Reality

What is augmented reality?

Mixing computer generated imagery with the user's real time view.

AR, at this point, is happening outside of the browser. However, the web technologies that we have been studying are being used to deliver AR experiences on mobile platforms.

Immersive Web

Beyond the Screen

AR example

- River Pheonix 20 Year Techno Memorial
- Best Aug Reality Apps

Virtual Reality

Science Fiction Exploration

William Gibson

- Author of *Neuromancer*, that made the term cyberspace a common term. (He coined the term in one of his earlier stories)
- Incredibly he shaped the visual and linguistic metaphors of the information age.
- The Matrix was inspired by his characters

"The future is already here - it's just not evenly distributed." -William Gibson

Virtual Reality

Science Fiction Exploration

Neal Stephenson

- What comes after the internet???

Virtual Reality

Science Fiction Exploration

Neal Stephenson

- What comes after the internet???

The Metaverse: a virtual space where users can interact with one another in a computer generated world

- Used in his most notable work, *Snow Crash*

- Popularized the term *Avatar* (no, not the movie...well, actually, kind of, yeah.)

Immersive Web

Virtual Reality

Beyond the
Screen

3. Reading Discussion

4. Workshop

"Have a play" Workshop

5. Next week

For next week

Reading

- The Internet as Art
- Critical Making

Project

Choose an online social media or entertainment service
(facebook, twitter, youtube, netflix, etc),
and develop a concept for a virtual reality experience
using its content and data.
Use writing, sketches, mockups and/or visual references
from science fiction to illustrate your ideas.
(Think about using VR Mockups)